



# NATIONAL STUDENT ELECTRONIC MEDIA CONVENTION

San Antonio, Texas  
October 31 - November 2,  
2013



cbl SAN ANTONIO

# #CBITexas

# Welcome to San Antonio!

On behalf of the College Broadcasters, Inc. (CBI) Board of Directors, thank you for joining us at the National Student Electronic Media Convention (NSEMC) at the Hyatt Regency San Antonio, or #CBITexas for short. The NSEMC is the only convention in America dedicated exclusively to the interests of student radio stations, TV/video outlets, and webcasters. Whichever category – or categories - you fall into, we are confident that, in the next few days, you will find a myriad of opportunities to develop your skills and improve your student media organization.

The backbone of #CBITexas is its incredible lineup of sessions. Led by industry professionals, student media advisers, and students, our sessions will help you gain valuable knowledge and skills that can be immediately applied to your student media outlets. Plus, we have expanded and refined our series of roundtable discussions, which provide you the chance for you to benchmark and network with your peers. Guest Speaker biographies are available at AskCBI.org/SanAntonio

We are also so pleased to have Dean McFlicker, Vice President and Creative Director of NBC Entertainment Marketing, as our keynote speaker on Saturday. He has launched and promoted some of television’s most successful programs, including “The Voice,” “Heroes,” “Deal or No Deal,” “The West Wing,” and many more. Dean (@deanmcflicker) develops and manages promotion from concept to completion across all media platforms including on-air, radio, digital and print for network show launches, brand campaigns, Upfront events and special projects. He offers rare insight into the entertainment industry. Dean’s presentation will be followed by the presentation of the National Student Production Awards.

But there’s more to the NSEMC experience than just what’s happening inside the hotel. We implore you to take full advantage of our downtown San Antonio location. The Hyatt Regency is ideally situated - connected to the unique and beautiful Riverwalk and within walking distance of the Alamo and many other attractions, museums, and eateries.

Finally, as with everything CBI does, the NSEMC would not be possible without our members. Thank you for being here, and for supporting us as we strive to provide an unmatched educational experience for our attendees. Please let us know what you liked and how we can improve by completing session evaluations. Our membership meeting will be held on Saturday afternoon after the National Student Production Awards and a post-convention survey is available at <http://goo.gl/Pauw15> or by using the QR Code below. We need your feedback to help us grow.

Thank you,  
Greg Weston  
President, College Broadcasters, Inc.



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|                          |                    |  |
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## Special Acknowledgments

|                                  |  |
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| Convention Tour Coordinators     | John Onderdonk, San Antonio College              |
|                                  | Hank McDonnell, University of the Incarnate Word |

## Visit the Exhibitors

Stop by Bowie B&C (Registration Area) to meet our exhibitors for #CBITexas! Play #CBITexas Bingo for a chance to win prizes for interacting with our exhibitors. Visit the Registration Table for more details.



#CBITexas

## Keynote Speaker - Saturday 1:45 PM

Join us Saturday afternoon at 1:45 PM in Regency East for "Secrets to Career Success: How to Market Yourself in an Increasingly Broadcast Savvy Multi-media World." Our keynote speaker is Dean McFlicker, Vice President and Creative Director of NBC Entertainment Marketing.

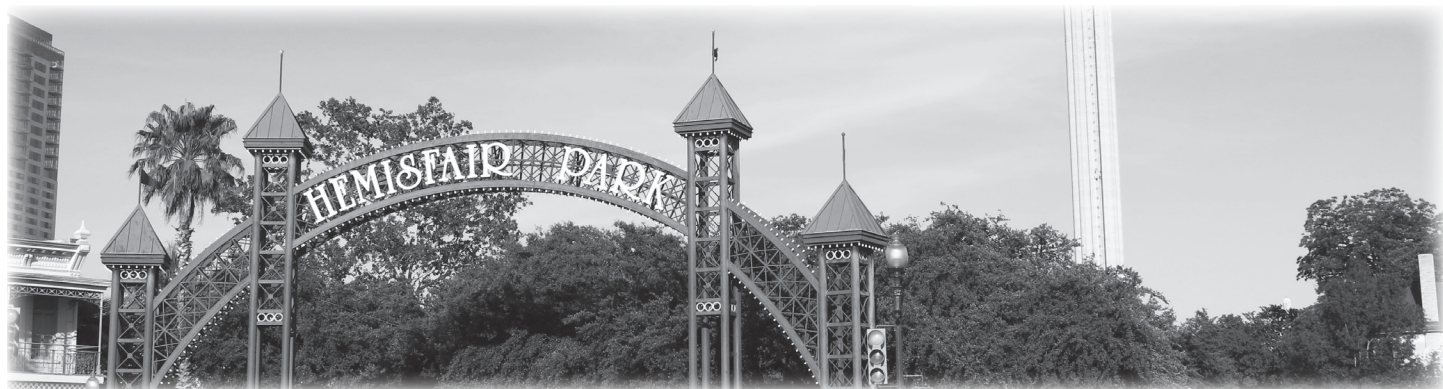
In this presentation, a top Hollywood executive breaks down personal branding, gives you the inside scoop on broadcasting and teaches real world tools & techniques for quick advancement in any field. Having produced for some of TV's biggest shows (including "The Voice," "America's Got Talent," "Law & Order," and "ER") and continuing to work with some of the world's biggest stars (including Carrie Underwood, Ryan Seacrest, Michael J. Fox, and Betty White), Mr. McFlicker brings an unparalleled perspective that can help lead to your own career achievements and future success.

Mr. McFlicker oversees radio, television and digital marketing for NBC Primetime, developing and managing promotion from concept to completion across all media platforms including on-air, radio, digital and print for network show launches, brand campaigns, upfront events and special projects. He has also produced for CNN, HBO, "Entertainment Tonight," "E! News Daily," and "Good Morning America." For more information about Dean McFlicker, visit [deanmcflicker.com](http://deanmcflicker.com) or follow him on Twitter @deanmcflicker.



## National Student Production Awards - Saturday 3:00 PM

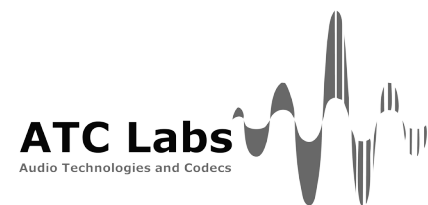
Following our Keynote Address, CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. David Davies of Texas Public Radio will emcee the awards ceremony. The best in student media is being recognized across 24 categories. Thank you to participating CBI member stations and those who helped judge the 2013 awards this summer. Awards are held in Regency East.



## Thank you #CBITexas Sponsors!



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Based in Los Angeles and founded by Hollywood Talent Manager and Casting Director Marki Costello, Become A Host offers a range of opportunities for aspiring and established hosts, including the world famous Hosting Bootcamp, a prestigious ongoing hosting school, and specialized workshops. [www.becomeahost.com](http://www.becomeahost.com)



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## Social Event - Thursday 5:30 PM

Celebrate Halloween and good music Thursday night with CBI! Join us in Live Oak (Hyatt Regency A-Level) for a social and networking event with special guest performers, Transistordale. Hailing from Texas, Transistordale promises a night of "Texas Roots Rock" country music for NSEMC attendees! Visit [transistordale.com](http://transistordale.com)

All attendees are welcome to meet new people from stations across the country, relax, enjoy local music and celebrate Halloween in your favorite costume.

The first 100 attendees receive a free beverage! Prizes will be awarded for the best Halloween costumes!



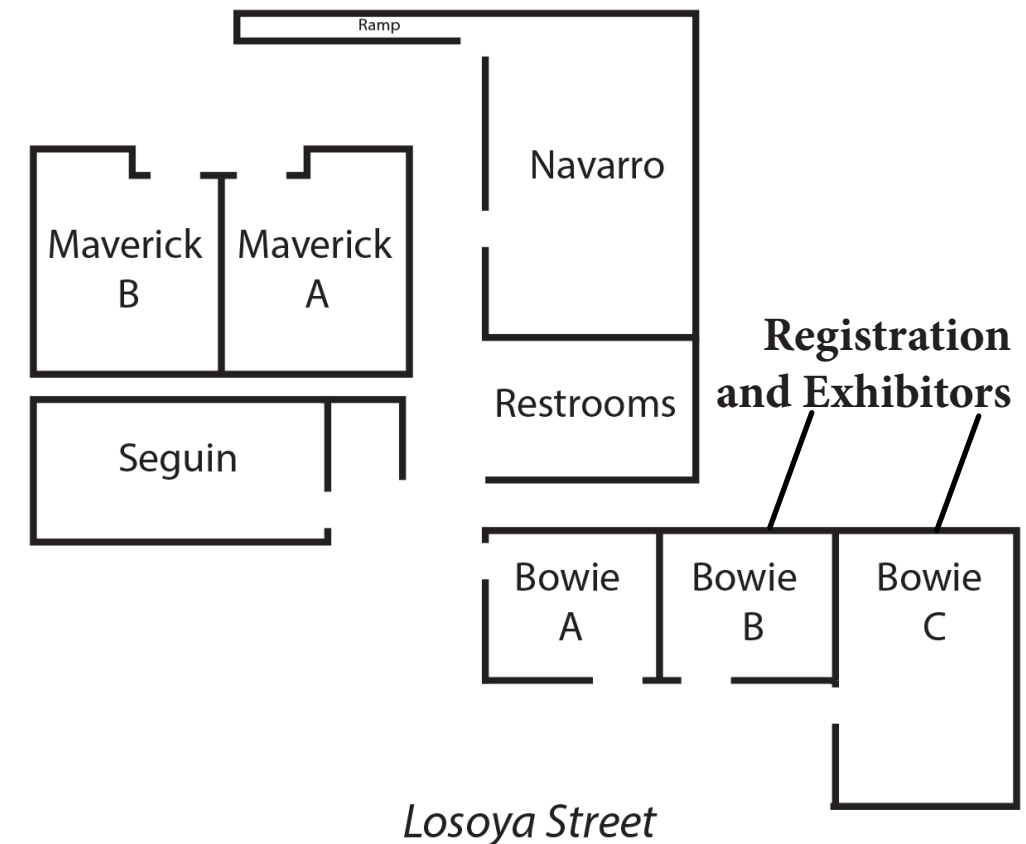
## Advisers Reception - Friday 9:00 PM

Advisers in attendance are invited to the Advisers Reception Friday from 9:00 PM-11:00 PM. Please join the CBI Board of Directors and fellow advisers for an informal gathering to network, socialize and share ideas. Snacks and beverages will be provided. Reception location is Hyatt Room 1225.



## Convention Map

### Losoya Conference Center



**Sessions are held across the street from the Conference Hotel. Keynote Speaker and National Student Production Awards Ceremony events are located in the Hotel: B-Level, Regency East. Social Event with Transistordale is in the Hotel: A-Level, Live Oak.**



# National Student Production

## Combined

### Best Student Media Website

|              |                                 |
|--------------|---------------------------------|
| WKNC         | North Carolina State University |
| ROAR Network | Loyola Marymount University     |
| KJHK         | The University of Kansas        |
| KTSW         | Texas State University          |

### Best Station Imaging

|              |                                |
|--------------|--------------------------------|
| WPTS         | University of Pittsburgh       |
| KTSW         | Texas State University         |
| Radio DePaul | DePaul University              |
| WSWI         | University of Southern Indiana |

### Best Community Involvement

|      |                                     |
|------|-------------------------------------|
| WBSU | The College at Brockport            |
| WLOY | Loyola University Maryland          |
| KZLX | Northwest Missouri State University |

## Television

### Best General Entertainment Program

|               |                                  |
|---------------|----------------------------------|
| SGTV          | University of South Carolina     |
| Titan TV      | University of Wisconsin Oshkosh  |
| Viking Fusion | Berry College                    |
| District      | Savannah College of Art & Design |

### Best Comedy

|                          |                               |
|--------------------------|-------------------------------|
| ROAR Network             | Loyola Marymount University   |
| Rowan TV Network         | Rowan University              |
| Rowan TV Network         | Rowan University              |
| Texas Student Television | University of Texas at Austin |

### Best PSA

|                           |                                    |
|---------------------------|------------------------------------|
| Orbit TV                  | Muskingum University               |
| KGCS                      | Missouri Southern State University |
| Westminster Cable Network | Westminster College                |

### Best Promo

|            |  |
|------------|--|
| KJHK       | University of Kansas                   |
| UTVS       | St. Cloud State University             |
| WTOP 10 TV | State University of New York at Oswego |
| WTOP 10 TV | State University of New York at Oswego |

## Television

### Best Sportscast

|                    |                            |
|--------------------|----------------------------|
| UTVS               | St. Cloud State University |
| LVTV-3             | University of La Verne     |
| ICTV               | Ithaca College             |
| TV2 KSU Television | Kent State University      |

### Best Newscast

|                          |  |
|--------------------------|--|
| UTVS                     | St. Cloud State University             |
| Southeastern Channel     | Southeastern Louisiana University      |
| WTOP 10 TV               | State University of New York at Oswego |
| Texas Student Television | University of Texas at Austin          |

### Best News Reporting

|                          |                               |
|--------------------------|-------------------------------|
| UTVS                     | St. Cloud State University    |
| CTVR                     | Saddleback College            |
| CTVR                     | Saddleback College            |
| Texas Student Television | University of Texas at Austin |

### Best Documentary/Public Affairs

|                          |                               |
|--------------------------|-------------------------------|
| MSU TV-2                 | Midwestern State University   |
| WCN                      | Westminster College           |
| CTVR 129                 | Saddleback College            |
| Texas Student Television | University of Texas at Austin |

### Best Special Broadcast

|                        |                                  |
|------------------------|----------------------------------|
| District               | Savannah College of Art & Design |
| TV2 KSU                | Kent State University            |
| ICTV                   | Ithaca College                   |
| Adv. TV News Producing | Kent State University            |

### Best Vodcast

|               |                              |
|---------------|------------------------------|
| SGTV          | University of South Carolina |
| SGTV          | University of South Carolina |
| Viking Fusion | Berry College                |
| Viking Fusion | Berry College                |

## Radio

### Best DJ

|      |                                |
|------|--------------------------------|
| WSWI | University of Southern Indiana |
| WCRX | Columbia College Chicago       |
| WGCS | Goshen College                 |
| WGLS | Rowan University               |

# Awards Finalists Categories

## Radio

### Best Sports Reporting

|         |                                   |
|---------|-----------------------------------|
| COM 240 | Misericordia University           |
| WRST    | University of Wisconsin-Oshkosh   |
| WMUL    | Marshall University               |
| WUTM    | University of Tennessee at Martin |

### Best Podcast

|      |                                |
|------|--------------------------------|
| WWNW | Westminster College            |
| WSWI | University of Southern Indiana |
| WMUL | Marshall University            |
| WLOY | Loyola University Maryland     |

### Best News Reporting

|             |                                  |
|-------------|----------------------------------|
| Bronc Radio | University of Texas Pan American |
| WGCS        | Goshen College                   |
| WICB        | Ithaca College                   |
| District    | Savannah College of Art & Design |

### Best Documentary/Public Affairs

|           |                                  |
|-----------|----------------------------------|
| WGLS      | Rowan University                 |
| WCRX      | Columbia College Chicago         |
| AUC Radio | The American University in Cairo |
| District  | Savannah College of Art & Design |

### Best PSA

|                |                                  |
|----------------|----------------------------------|
| Radio Fusion   | Nanyang Technological University |
| WSWI           | University of Southern Indiana   |
| Audio8Ball.com | Mt. San Antonio College          |
| WZND           | Illinois State University        |

### Best Promo

|      |                                     |
|------|-------------------------------------|
| WSWI | University of Southern Indiana      |
| WPTS | University of Pittsburgh            |
| WZND | Illinois State University           |
| KZLX | Northwest Missouri State University |

### Best Sports Play-by-Play

|      |                                 |
|------|---------------------------------|
| WRST | University of Wisconsin-Oshkosh |
| WICB | Ithaca College                  |
| WICB | Ithaca College                  |
| WSUM | University of Wisconsin-Madison |

*Best Radio Sports Play-by-Play is sponsored by Comrex.*

**Attend the National Student Production Awards Ceremony!**  
**Saturday, 3:00 PM: Hyatt Regency - Regency East**

### Best Regularly Scheduled Program

|      |                            |
|------|----------------------------|
| KJHK | The University of Kansas   |
| WGLS | Rowan University           |
| WLOY | Loyola University Maryland |
| WLOY | Loyola University Maryland |

### Best Feature Show or Broadcast

|          |                                  |
|----------|----------------------------------|
| WGCS     | Goshen College                   |
| WBGU     | Bowling Green State University   |
| District | Savannah College of Art & Design |
| WLOY     | Loyola University Maryland       |

### Best Newscast

|             |                                  |
|-------------|----------------------------------|
| Bronc Radio | University of Texas Pan American |
| WGCS        | Goshen College                   |
| UTA Radio   | University of Texas at Arlington |
| WONC        | North Central College            |

*Best Radio Newscast is sponsored by Feature Story News.*

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**ENGAGE,**

**INSPIRE,**

**AND INFORM THROUGH RADIO.**



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# Thursday Sessions Quick View

| 8:30 AM  | 9:00 AM   | 10:00 AM  | 11:00 AM  | Lunch  |
|--|---|---|---|--|
| 8:30-8:50 AM<br>Welcome to San Antonio!<br>Convention Preview<br><i>Navarro</i>          | Radio Automation Roundtable<br><i>Bowie A</i>   | Promotions Roundtable<br><i>Bowie A</i>   | Developing a Station Code of Ethics<br><i>Bowie A</i>                                     | We will see you back at 12:45 PM for more sessions!  |
| 8:30 AM-5:00 PM<br>Registration and Exhibit Floor<br><i>Bowie B&amp;C</i>                | Extreme Makeover: How to Survive a Complete Rebranding<br><i>Maverick A</i>                   | Starting or Rebuilding Your UW Program from Scratch<br><i>Maverick A</i>            | Sports Broadcasting From the Other Side<br><i>Maverick A</i>                              | 8:30 AM-3:00 PM<br>Student Cybercast<br><i>Bowie B&amp;C</i><br>live365.com/stations/cbi                               |
| 8:30 AM-3:00 PM<br>Student Cybercast<br><i>Bowie B&amp;C</i><br>live365.com/stations/cbi | New Advisers Short Course<br><i>Maverick B</i>  | SportsTalk Radio<br><i>Maverick B</i>   | The Public File is the Most Likely Reason Your Station Will Be Fined<br><i>Maverick B</i> | Please complete your Session Evaluation Forms! Submission Boxes are in all Session Rooms and in the Registration Area. |
| Stop by the Exhibitor Area in <i>Bowie B&amp;C</i> and play #CBITexas Bingo!             | To Tweet or Not to Tweet: Reporting Using Social Media<br><i>Seguin</i>                       | Fleeting Expletives & Egregious Cases<br><i>Seguin</i>                              | No Music Venue? No Problem!<br><i>Seguin</i>  | Now-5:00 PM<br>Registration and Exhibit Floor<br><i>Bowie B&amp;C</i>  |
| 8:30 AM-5:00 PM<br>Registration and Exhibit Floor<br><i>Bowie B&amp;C</i>                | On Air Presence & Practice: The Look, Sound & Skills to Get that On-Air Job<br><i>Navarro</i> |  | New Year, New Staff! Pass the Torch<br><i>Navarro</i>                                     | All Guest Speaker Biographies are located at AskCBI.org/SanAntonio   |

**Ordered a #CBITexas T-Shirt?** Pick your pre-orders up at the Registration Table in Bowie B&C. Extra T-Shirts are available until we are sold out! **S - XL: \$15.00, 2XL and 3XL: \$20.00**

**#CBITexas Social Event Tonight!** We'll see you at 5:30 PM in Live Oak. Prizes for the best costumes! Free beverage to the first 100 attendees.

| 12:45 PM - 1:50 PM   | 2:00 PM   | 3:00 PM   | 4:00 PM   |
|--|---|---|---|
| Radio News Roundtable<br><i>Bowie A</i>  | TV Managers Roundtable<br><i>Bowie A</i>                            | High School Media Roundtable<br><i>Bowie A</i>    | Music Directors: Roundtable<br><i>Bowie A</i>                       |
| Describe-Explain-Entertain: Skills for Sports Play-by-Play<br><i>Maverick A</i>  | Practical Troubleshooting for the Non-Engineer<br><i>Maverick A</i> | Get In Tune with Your Alumni<br><i>Maverick A</i> | Why Radio News is Still a Top Career Choice<br><i>Maverick A</i>    |
| Staying Legally Safe in the Cyber Jungle<br><i>Maverick B</i>  | Keeping Your Underwriting Copy Legal 101<br><i>Maverick B</i>       | Ask the FCC Experts<br><i>Maverick B</i>          | What are All Those Buttons On My Camera?<br><i>Maverick B</i>       |
| From Beginning to Pro- "Fundamentals of Becoming an Air Personality" and "What to Expect When You Graduate To A Professional Station"<br><i>Seguin</i> | Format v. Free-Form: Bring on the Debate<br><i>Seguin</i>           | I'm in Charge, Now What?!<br><i>Seguin</i>        | Could Your FCC Station be Exempt from Inspections?<br><i>Seguin</i> |
| Making Your Station Matter to Your Campus<br><i>Navarro</i>  | Social Media- Grow an Audience and Keep Your Job<br><i>Navarro</i>  | Radio Show & Tell<br><i>Navarro</i>               |   |

Stop by **Bowie B&C** (Registration Area) to meet our exhibitors for #CBITexas! Play #CBITexas Bingo for a chance to win prizes for interacting with our exhibitors.

# Thursday Sessions

## 8:30 AM-3:00 PM Student Cybercast

A live broadcast from the convention floor by students at the convention!

Listen live at [www.live365.com/stations/cbi](http://www.live365.com/stations/cbi)

**Bowie B&C**



## 8:30 AM-5:00 PM Registration and Exhibit Floor - Bowie B&C

On site registration and the exhibit floor will open at 8:30 AM. Pick up your registration materials or, if you have not pre-registered, please register at this time. Please take a few minutes to visit with the vendors on the exhibit floor as they help to make the conference fiscally viable and likely have services or products relevant to your operations.

## 8:30-8:50 AM Welcome to San Antonio! Convention Preview

This is your opportunity to learn about the convention, meet some of the CBI Board of Directors members, and converse with others who are attending this great event! CBI will highlight some of the sessions available to you during the convention and provide plenty of time for Q&A about the state of the organization and convention. This session is a must go-to for first-time attendees!

**Navarro** - CBI Board of Directors and Executive Director

## 9:00-9:50 AM Radio Automation Roundtable

What is automation? Is it still a dirty word in college radio? Will it help you protect your FCC license? The WSUM music director will answer the questions about what is automation and if it will help to protect your FCC license and even potentially make your non-licensed station more viable and gain new listeners in five minutes. Then she'll open the floor for discussion on these topics and how you might better use automation. Natalie is not there to present, rather to help stations explore these issues. Those interested in this topic should also attend the session "Staying On-Air When No One's There" Friday at 3:00 PM.

**Bowie A**

Natalie Amend, Music Director, WSUM, University of Wisconsin-Madison

## 9:00-9:50 AM Extreme Makeover: Station Edition! How to Survive a Complete Rebranding

Your station's brand goes deeper than graphics! Learn how a comprehensive image overhaul can create a more cohesive organization. We'll cover every step of the process, from developing your new look, to implementing it consistently across your platform, to protecting it by developing a brand book. You'll learn how to leverage your new brand across your website, traditional publicity channels, and social media networks. Furthermore, learn how branding goes beyond the surface and affects the inner workings of our organizations. Best of all, you can learn from fellow students who just completed the process themselves! Don't miss this opportunity to make your station the best it can be!

**Maverick A**

Dylan Van Arsdale, Student Station Manager, Ithaca College Television, Ithaca College  
Chloe Wilson, Director of Development, Ithaca College Television, Ithaca College

## 9:00-9:50 AM New Advisers Short Course

New advisers, need some practical help? Two veteran advisers are willing to help. We will discuss the role of the adviser, recruitment, promoting, and some advice on the routine legal obligations your organization will face, whether it is radio or TV.

**Maverick B**

Chuck Bailey, Faculty Manager, WMUL-FM, Marshall University  
George Lynn Franklin, General Manager, OUTV and The Wire, University of Oklahoma

## 9:00-9:50 AM On Air Presence & Practice: The Look, Sound & Skills to Get that On-Air Job

Learn what it takes to create and maintain a winning on air presence-from voice, to look, to interactive stand-up, to creating a good overall presence for your station and in your community. Local television news anchors and reporters will show you how they've been successful and offer advice on what you should be doing right now to create a winning presence that will get you that on-air job when you graduate. Time for one-on-one discussion with panelists included in session!

**Navarro**

James Munoz, Reporter, KENS TV

Myra Arthur, Anchor, KSAT TV

## 9:00-9:50 AM To Tweet or Not to Tweet: Reporting Using Social Media

In the time of Twitter and instant status updates, reporters need to deliver accurate information to their followers and subscribers once it becomes confirmed. One tweet or Facebook status can be shared worldwide within moments. Timeliness is important, but accuracy and factuality should always take precedence over being first. Reporters from both radio and print will address the importance of providing news as it happens while maintaining journalistic integrity and professionalism. They'll also discuss how to engage your audience through social media while balancing your public Twitter and social media accounts with personal posts.

**Seguin**

Joey Palacios, Reporter, KSTX

Eva Ruth Moravec, Reporter, The San Antonio Express-News

Nathan Cone, Director of Marketing and Digital Content, Texas Public Radio, KSTX

## 10:00-10:50 AM Promotions Roundtable

This is an opportunity for students looking at how to do a better job promoting their stations. While the moderator is from radio, the opportunity is meant to benefit all types of student media. The discussion will be opened by Marissa and then be allowed to develop organically with a control of the flow to be determined by the moderator in order to make this a productive session for all.

**Bowie A**

Marissa Pester, Promotions Director, WBSU, College at Brockport

## 10:00-10:50 AM Starting or Rebuilding Your Underwriting Program from Scratch

So, you're thinking of starting or rebuilding/upgrading an underwriting program at your radio station but aren't sure how to get the ball rolling. This session will walk you through the steps of getting started, including talking to your licensee about the program, establishing underwriting policy guidelines, staffing, training and maintaining the program long-term. Developing new and sustainable revenue sources are a key component to your stations survival. Come and learn how to develop revenue streams for your station that put you on the path to long-term survival.

**Maverick A**

June Fox, Vice President Station and Business Relations, DEI

## 10:00-11:00 AM SportsTalk Radio

Hear the truth about the SportsTalk business from this Ticket760 San Antonio morning show host including show prep ideas, booking and interviewing athletes, and handling listener phone calls.

**Maverick B**

Mike Taylor, Host, Ticket 760

## 10:00-10:50 AM Fleeting Expletives & Egregious Cases: Are Old Indecency Standards New Again?

Advisers, student managers and on-air talent have wrestled for decades with the FCC's shifting interpretations of prohibited "indecent" material. Following the Supreme Court's decision in the Fox case last year and the Commission's subsequent dismissal of a million backlogged complaints this spring, the FCC is once again reconsidering how to respond to complaints about brief non-sexual nudity, fleeting expletives and other potentially indecent material. This session will help you understand the current Commission broadcast indecency policy and notice of inquiry, and prepare you to make the judgments needed to protect your station.

**Seguin**

Greg Newton, Associate Professor, ACRN, Ohio University

Frank LoMonte, Esq., Executive Director, Student Press Law Center

## 11:00-11:50 AM Sports Broadcasting From the Other Side

Sports Information Offices and directors are essential to your game broadcast, but what are their pet peeves? From reserving space with plenty of advance notice to reading those game notes and everything in between, talk with this sports information professional to hear how to make his job easier and ours more successful.

**Maverick A**

Shane Meling, Sports Information Director, University of the Incarnate Word

## Thursday 11:00-11:50 AM Developing a Station Code of Ethics

As colleges prepare to renew their accreditation, advisers are being asked to provide a code of ethics for campus radio and television operations. While news organizations like NPR, the Society of Professional Journalists and Radio Television Digital News Association have codes of ethics for their reporters, there is little existing research or examples to address the ethical issues facing entertainment-focused radio and television. This discussion will highlight ethics for news and then delve into how to write guidelines addressing the non-news aspects of station programming and operations.

**Bowie A**

Jamie Lynn Gilbert, Adviser, WKNC-FM, North Carolina State University

## 11:00-11:50 AM The Public File is the Most Likely Reason Your Station Will Be Fined by the FCC

Do not miss this session if you have an FCC license. If you have an FCC license, you MUST have a public file. The public file is the most often cited reason for fining stations. Come and learn, in detail, what must be contained in a public file, when it must be updated and where it can be located. Do not let a lapse in paperwork lead to a fine, a ton of legal expenses and questions from your licensee about the value of your station.

**Maverick B**

Donald E. Martin, Broadcast, Media and Entertainment Lawyer, Verified

## 11:00-11:50 AM New Year, New Staff! Pass the Torch

Students begin their careers in college radio to meet friends with similar interests and develop their broadcasting skills, but things can get tricky when hiring comes into play. Personnel issues can make or break a board of directors and even harm DJ or volunteer retention and your station's reputation in the community. Are your friends living up to their potential? Can you hold them accountable for their responsibilities? From staff retreats to self-evaluations and, of course, the steps that need to be taken in the dreaded case of termination, here are some ways to both prevent and control personnel issues to create a tight knit staff.

**Navarro**

Angela Criscoe, Faculty Adviser, WGUR, Georgia College

Michelle Hanley, General Manager, WGUR, Georgia College

Bri Aab, General Manager, WKNC-FM, North Carolina State University

## 11:00-11:50 AM No Music Venue? No Problem!

That gross couch in the station's lounge isn't just for eating Doritos and skipping class anymore. With more stations creating unique performance videos (such as NPR's Tiny Desk Concerts or KEXP: Live) it's enticing to join the trend. This session will explain the importance of an online video presence for college radio stations in today's cyber world. Hear the methodology behind one station's attempts at shooting a live music series to be shared and podcasted online and effectively transforming their tiny break room into a music venue. The presenters will cover everything from seeking out performers to post-production editing to online branding. Learn the steps to produce quality content that could create a household name out of your call letters.

**Seguin**

John Kovalchik, Operations Manager, WKNC-FM, North Carolina State University  
Walt Lilly, Production Manager, WKNC-FM, North Carolina State University

## 11:50 AM-12:45 PM Lunch Break! We'll see you back at 12:45 PM!

## 12:45-1:50 PM Radio News Roundtable

The size and nature of news departments at student stations varies greatly. This is an opportunity to meet with other students and advisers to discuss all the issues concerning your news department practices and the role it plays at your station.

**Bowie A**

Alex Pierce, News Director, WBSU, College at Brockport

## 12:45-1:50 PM Describe-Explain-Entertain: Skills for Sports Play-by-Play

Sports are a valuable property for most radio-TV-cable-Internet stations. The most challenging broadcast performance area is sports play-by-play. A successful play-by-play announcer provides an accurate, descriptive and entertaining account that attracts and keeps that important viewing/listening audience for your station. Using my six-step formula and three-step application, everyone involved at your station can learn the basics of successful sports play-by-play.

**Maverick A**

John Hitchcock, Assistant Professor, WIUS-FM, Western Illinois University

## 12:45-1:50 PM Staying Legally Safe in the Cyber Jungle

Master the legal issues that online and broadcast outlets need to take into account with respect to their content and brand on their websites, social media and mobile platforms, and other forms of digital delivery. Hear about and have your questions answered about domain name issues, Federal Trade Commission guidelines, privacy, copyrights and other issues related to social media and website content that you may not have considered, such as user generated content. You will be surprised to learn what you did not know!

**Maverick B**

David Oxenford, Partner, Wilkinson Barker Knauer, LLP

## 12:45-1:50 PM Making Your Station Matter to Your Campus

Your radio station can always benefit from strengthening connections to your licensee or your campus administration. This session will provide a toolbox of ways to improve your relevance to your campus with a variety of perspectives from broadcast and online only stations, and from state and private institutions.

**Navarro**

Sandra Wasson, General Manager, KALX FM, University of California Berkeley

Erica Tyron, Director of College Radio, KSPC FM, Pomona College

Kim Herrington, Assistant Director of Student Media and Adviser, SCAD Radio, Savannah College of Art and Design

## 12:45-1:50 PM From Beginning to Pro-“Fundamentals of Becoming an Air Personality” and “What to Expect When You Graduate To A Professional Station”

Too often new staffers are trained how to run the board by our continuing staff, given a copy of the handbook, told how to operate the EAS...and then turned loose without being counseled on what it takes to “begin to become” an air personality. What are the fundamental elements that new staff needs to know in order to succeed? The first half of this session is based upon our first presenter's extensive experience in the commercial radio world plus almost 20 years of working with incoming college radio staffers. The second half of this session will move beyond the initial level of becoming a personality to what to expect when you move on to the commercial world. Our second presenter's extensive major market experience with Clear Channel and other major media operators will enlighten attendees on what they can expect when they move into the professional realm of radio. If you're an SM, PD, or adviser/trainer then this session will offer solid insights into how to go beyond teaching technical competency to teaching on-air competency, confidence, and realistic expectations for a radio career.

**Seguin**

Michael Taylor, Adviser, V-State Radio BlazeFM 90.9, Valdosta State University

Peter Bolger, Director of AM Programming, Clear Channel Radio, San Antonio

## 2:00-2:50 PM TV Managers Roundtable

At this roundtable, you will have the chance to network, share promotion ideas, discuss experiences from fellow students and advisers, and talk through any ideas or issues you may have on getting the word out about your station.

**Bowie A**

Steve Celano, General Manager, GreyComm Studios, Loyola University Maryland

## 2:00-2:50 PM Practical Troubleshooting for the Non-Engineer

You are off the air and don't know what to do. What does “off-the-air” even mean? This session identifies the main basic causes of broadcast radio and television station downtime and provides advice on triage, planning and backups to repair and prevent these problems. Attendees will be informed on basic radio and television system technical flow and troubleshooting, in an easy-to-understand manner. This session is a must for those responsible for keeping a station on the air.

**Maverick A**

Robert Branch, Broadcast Strategic and Technical Consultant

## 2:00-2:50 PM Keeping Your Underwriting Copy Legal 101

When businesses support our stations, we air underwriting announcements ... but what can we say? What are the rules? This session is designed for those who are new to underwriting copywriting or just need a refresher. Learn the basics from a seasoned professional and a lawyer.

**Maverick B**

June Fox, Vice President Station and Business Relations, DEI

Donald E. Martin, Broadcast, Media and Entertainment Lawyer

**Thursday 2:00-2:50 PM Social Media – How to Grow an Audience and Keep Your Job**

Social media is growing every day and stations and their employees are learning how to use its power. But what is the right social media policy for your station? What can the staff say on the station sites and what about your personal social media? Can I really be fired for what I write on my personal Facebook? Get the insight from campus station advisers, the Student Press Law Center and one radio station group in San Antonio.

**Navarro**  
John Morris, General Manager/Faculty Adviser, The Edge Radio, University of Southern Indiana  
Frank LoMonte, Esq., Executive Director, Student Press Law Center  
Brad Wright “Spoon”, Digital Director of Integrated Media, Morning Host Wild 105.7, Clear Channel  
Stephen Merrill, Instructor and Faculty Adviser, Bowling Green Radio Sports Organization, WBGU-FM, WFAL Falcon Radio, BGRSO

**2:00-2:50 PM Format v. Free-Form: Bring on the Debate**

Should your station be an open format or a defined format? What about both? Is it even possible to compromise and create a hybrid-type format that embraces open/block AND a defined format? What are the benefits and fallout of changing formats? In 2011, three major student-run, open-format radio station licenses were sold for over \$15 million total. This session will discuss the pros and cons of free form/block programming versus a more tightly formatted approach to programming and how your decision in these areas can impact the future of your station and help keep your frequency off the selling block!

**Seguin**  
Jonathan Pluskota, Ph.D., Assistant Professor, 106.7, KZLX, LP-FM, Maryville, Northwest Missouri State University

**3:00-3:50 PM High School Media Roundtable**

A roundtable discussion of issues facing high school media students and advisers.

**Bowie A**  
Pete Bowers, General Manager, WBFH-FM, Bloomfield Hills High School  
Bob Long, General Manager, WSTB-FM, Streetsboro High School

**3:00-3:50 PM Get In Tune with Your Alumni**

Have you tapped into the valuable resources of your alumni? Through experience, influence and even wealth, your alumni want to help your station succeed! This session is suitable for stations just starting down the path of alumni involvement and for those with long-standing alumni partnerships. Learn ways to build your program, engage your alumni in positive ways, and see how working with past members of your station can be mutually beneficial.

**Maverick A**  
Elizabeth Hansen, Senior Coordinator for Student Activities and Organizations, WUOG 90.5 FM, The University of Georgia  
Justine Stokes, Director of Television Services, Titan TV, University of Wisconsin-Oshkosh

**3:00-3:50 PM Ask the FCC Experts**

This is your opportunity to ask the big (and little) legal and technical questions and get the answers from the pros: underwriting, license renewal, contests, safe harbor, FCC policy and compliance questions, station upgrades and more! If you have a question related to FCC-licensed, over-the-air broadcasting, please join us. These people normally charge BIG bucks to answer these types of questions and you get their answers just by attending this session. Don't miss this rare opportunity.

**Maverick B**  
David Oxenford, Partner, Wilkinson Barker Knauer, LLP  
Donald E. Martin, Broadcast, Media and Entertainment Lawyer  
Robert Branch, Broadcast Strategic and Technical Consultant

**3:00-4:50 PM Radio Show & Tell**

A fun, freewheeling session where participants share their best radio work, from imaging packages, sports play-by-play, phone bits, live performances and more. Experienced radio advisers and session participants provide positive feedback. Bring a CD or thumb drive with 3-5 minutes of your best stuff. Halloween treats for all!

**Navarro**  
Chris Wheatley, Manager, TV and Radio Operations, WICB-FM/VIC Radio/ICTV, Ithaca College  
Dan Schumacher, Faculty/General Manager, KTSW 89.9, Texas State University

**3:00-3:50 PM I'm in Charge, Now What?!**

You've become a manager at your student-run station. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? How do you determine what your adviser or your school want from you? Are learning outcomes important? Your station's success, and yours, depends a lot on how you manage others, and yourself. This session will cover basic management techniques for student media, from running an effective meeting to establishing priorities to keeping it all together. No matter your background or experience, you can be an effective station leader. Come discover how!

**Seguin**  
Mark Maben, General Manager, WSOU-FM, Seton Hall University  
John Onderdonk, Faculty Adviser, KSYM-FM, San Antonio College  
Erin O'Grady, Station Manager, WSOU-FM, Seton Hall University

**4:00-4:50 PM Music Directors: Roundtable**

A room of music directors, oh joy! The music department can be the most challenging department to work in, but also the most rewarding. With music being the backbone for many college radio stations, music directors are tasked with a great deal- and up to 40 artist submissions per day to handle. Discuss how to stay alive in a sea of promoters, independent submissions, tracking phone calls, generating a music library, and the very dangerous MUSIC REVIEW.

**Bowie A**  
David Smith, Music Director, WKNC-FM, North Carolina State University  
Natalie Amend, Music Director, WSUM, University of Wisconsin-Madison

**4:00-4:50 PM Why Radio News is Still a Top Career Choice**

Glenn Schuck, news director for 24/7 News Source in New York and longtime reporter for 1010 WINS, will discuss why young broadcasters must keep radio news at the top of their career choices. This former president of New York Press Club and graduate of Seton Hall University weighs in on the benefits of a career in radio news and why it is the best platform for students coming out of college. Schuck has been at the helm of Total Traffic's news wire in New York for nearly 15 years.

**Maverick A**  
Glenn Schuck, News Director, 24/7 News Source

**4:00-4:50 PM What are All Those Buttons On My Camera?**

Television production has come a long way since the days of film and the technology has changed too. Pocket cameras and smartphones are increasingly used in backpack journalism to capture news and other video footage. What happens when your job requires the use of professional cameras and its advanced features? Are you prepared? In this session, we will review the professional and DSLR video cameras, and provide strategies towards proficiency of those features.

**Maverick B**  
Herbert Jay Dunmore, Operations Director, GreyComm Studios, Loyola University Maryland

**4:00-4:50 PM Could Your FCC Station be Exempt from Inspections?: The Alternative Broadcast Inspection Program**

The last thing educational stations want to report to our administrations is that we were fined by the FCC. Being proactive about staying FCC compliant is crucial in our daily licensed operations. Learn about the National Alternative Broadcast Inspection Program from two of Texas' inspectors. Working in cooperation with the FCC, states have established the ABIP to work with licensed operations to inspect for red flags at the station's will. Stations successfully passing the program become eligible from being exempt from routine FCC inspections. We welcome Dick Pickens, a Texas Association of Broadcasters/FCC inspector since 1997 and former engineer, and his wife Nancy, a public file specialist, to help learn how the program can benefit your operation!

**Seguin**  
Lisa Marshall, Associate Professor of Communication, Station Manager, WMCO, Muskingum University  
Dick Pickens, Texas Association of Broadcasters/FCC Alternative Broadcast Inspection Program Inspector, Microcom Systems  
Nancy Pickens, Public File Specialist, Microcom Systems

**5:30 PM Halloween Social Event with Special Guest Transistordale**

Costume contest! Free beverage for first 100 attendees!

**Hyatt Regency - Live Oak**

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Smart, sassy, and substantial, The Mimi Geerges Show is a weekly conversation where listeners meet the people behind the newest ideas, books, and trends. Offered free of charge to all public, community and college stations. Give The Mimi Geerges Show a listen at [www.mgshow.org](http://www.mgshow.org). For more information: [info@mgshow.org](mailto:info@mgshow.org) or (703) 409-5787.

The National Journalism Center awards paid journalism internships in the political hub of the nation: Washington, DC. Interns work with media outlets like Fox, CNN, and more—and participate in weekly trainings, where they learn from DC journalists in a classroom setting. Visit <http://njc.yaf.org>

RadioActivity is a web-based system for radio station playlist logging, reporting, and tracking. RadioActivity gives stations easy-to-use tools to log and track playlists, generate playlist reports and charts, track and schedule shows and DJs, schedule and track individual plays, PSAs and paid spots, display real-time playlists, and much more. Visit <http://www.radioactivity.fm/>

Radionomy is a groundbreaking online radio platform for producers, listeners and broadcasters. Radionomy allows radio enthusiasts to create their own online radio stations for free. The platform features a wide variety of music and themed stations to discover. Radionomy offers professional broadcasters powerful tools to monetize their audience and achieve superior performance from their online stream. Visit [www.radionomy.com](http://www.radionomy.com)

# Friday Sessions Quick View

| 8:30 AM   | 9:00 AM  | 10:00 AM  | 11:00 AM   | Lunch  |
|---|--|---|--|--|
| 8:30 AM-5:00 PM<br>Registration and Exhibit Floor<br><i>Bowie B&amp;C</i>   | Reduce, Reuse, Recycle: Managing and Archiving Video Content - Roundtable<br><i>Bowie A</i>            | Student Media Advisers Roundtable – Staff and Faculty Only<br><i>Bowie A</i>  | TV Sportscast Behind The Scenes<br><i>Bowie A</i>  | We will see you back at 12:45 PM for more sessions!  |
| 8:30 AM-3:00 PM<br>Student Cybercast<br><i>Bowie B&amp;C</i><br>live365.com/stations/cbi                                | Adventures in Syndication: Why to do it, How to do it, and One Show’s Experiences<br><i>Maverick A</i> | Broadcast Internships: Increase Your Takeaway<br><i>Maverick A</i>            | Sponsorship Like the Pros: How to Fund Your Radio Show Like the NFL and the Kardashians<br><i>Maverick A</i> | 8:30 AM-3:00 PM<br>Student Cybercast<br><i>Bowie B&amp;C</i><br>live365.com/stations/cbi                               |
| All Guest Speaker Biographies are located at AskCBI.org/SanAntonio  | Your Radio Station Can Make a TV Show<br><i>Maverick B</i>   | Social Media Do’s and Don’ts Roundtable<br><i>Maverick B</i>                  | Alternatives to Licensed Broadcasting<br><i>Maverick B</i>   | Please complete your Session Evaluation Forms! Submission Boxes are in all Session Rooms and in the Registration Area. |
| Make plans to attend the #CBITexas Keynote Speaker, Dean McFlicker, on Saturday! (@deanmcflicker) Regency East: 1:45 PM | Social Media as an Integral Component to Live Talk Shows<br><i>Seguin</i>                              | Play Ball! Tools for Radio Sportscasting Home and Away Games<br><i>Seguin</i> | Remote Broadcasting: Out of the Basement and Into the Field<br><i>Seguin</i>                                 | Now-5:00 PM<br>Registration and Exhibit Floor<br><i>Bowie B&amp;C</i>  |
| Stop by the Exhibitor Area in <i>Bowie B&amp;C</i> and play #CBITexas Bingo!  | Radio Theatre of the Mind<br><i>Navarro</i>  | What’s it take to be a Professional Radio Producer?<br><i>Navarro</i>         | Get the Administration on Your Side: The College Public Affairs Program<br><i>Navarro</i>                    | All Guest Speaker Biographies are located at AskCBI.org/SanAntonio   |

Advisers Reception tonight from 9:00 PM-11:00 PM! Join fellow advisers for an informal gathering to network, socialize and share ideas. Beverages will be provided. Reception location: Hyatt Room 1125.

Are you playing #CBITexas Bingo? See the Registration Table in Bowie B&C for full details!

| 12:45 PM - 1:50 PM  | 2:00 PM  | 3:00 PM  | 4:00 PM  |
|---|--|--|--|
| Play-by-Play Basics<br><i>Bowie A</i>   | Sports Roundtable<br><i>Bowie A</i>  | Station Manager Roundtable<br><i>Bowie A</i>                               | College Radio Programming Roundtable<br><i>Bowie A</i>   |
| Does Your Radio Station Play Music? How Does the Piper Get Paid and What it Means to You<br><i>Maverick A</i> | How Do I Cover Arts and Entertainment?<br><i>Maverick A</i>  | How to Work with Boomers in Your First Job and Beyond<br><i>Maverick A</i> | On-Air Fundraising for College Radio 101<br><i>Maverick A</i>                                      |
| Broadcast News: Getting the Best Stories Out of Limited Staff and Resources<br><i>Maverick B</i>              | What to Expect During an FCC Inspection<br><i>Maverick B</i>   | Staying On-Air When No-One’s There: Radio Automation<br><i>Maverick B</i>  | Learning Outcomes: What They Are, Why We Need Them, and How to Formulate Them<br><i>Maverick B</i> |
| Supporting Local Music - WRFL-LIVE<br><i>Seguin</i>   | Content, Commitment & Caffeine: The Secret to Making Morning News a Success at Your Campus TV Station<br><i>Seguin</i> | iPhoneography: Covering News With Smartphones<br><i>Seguin</i>             | I Started at the Bottom and Now I am Here — Convergent Media and Activism<br><i>Seguin</i>         |
| Video Basics and Beyond<br><i>Navarro</i>   | They Just Do Not Understand Us: College Media in a Changing Academic Environment<br><i>Navarro</i>                     | Only in Adobe Premiere CC<br><i>Navarro</i>                                | Baby You Can Drive My Car<br><i>Navarro</i>  |

Listen to the #CBITexas Live Cybercast! Share the link with your stations and families: [live365.com/stations/cbi](http://live365.com/stations/cbi)



# Friday Sessions

## Listen to the Cybercast! 8:30 AM-3:00 PM

<http://www.live365.com/stations/cbi>



### 8:30 AM-5:00 PM Registration and Exhibit Floor - Bowie B&C

On site registration and the exhibit floor will open at 8:30 AM. Pick up your registration materials or, if you have not pre-registered, please register at this time. Please take a few minutes to visit with the vendors on the exhibit floor as they help to make the conference fiscally viable and likely have services or products relevant to your operations.

### 9:00-9:50 AM Reduce, Reuse, Recycle: Managing and Archiving Video Content - Roundtable

Unclear on how to manage tapes and cards for multi-episodic television? Want to build a file footage file for your news operation? Have a great way of organizing on-air content for replay in future semesters? Need a primer on metadata? This roundtable will be an opportunity for TV/video outlets to share and brainstorm ideas for organizing content during production and distribution. Please come with both problems and solutions to share at this important roundtable.

#### Bowie A

Justine Stokes, Director of TV Services, Titan TV, University of Wisconsin-Oshkosh

### 9:00-9:50 AM Adventures in Syndication: Why to do it, How to do it, and One Show's Experiences

Learn how to structure a show to have the best chance of success in syndication. Hear the experiences of a poetry/alternative music college radio show that syndicated itself in the 2012-2013 academic year and how syndicated shows enhance the schedule at a college station from the perspective of a student manager.

#### Maverick A

Katherine (K.B.) Kincer, Director, Melodically Challenged, WRAS, Georgia State University  
Spencer Wagen, Co-News Director, WRST-FM, University of Wisconsin-Oshkosh

### 9:00-9:50 AM Your Radio Station Can Make a TV Show

Who says your content should be heard and not seen? Your college radio station can make compelling video programming that can be used across the University, PBS or online. Learn how to harness the expertise of your students and create faculty buy-in from other areas of your school.

#### Maverick B

Stephen Merrill, Instructor and Faculty Adviser, WBGU-FM, WFAL Falcon Radio, Bowling Green Radio Sports Organization, Bowling Green State University  
Chris Cedar, DJ/Videographer, WBGU-FM, Bowling Green State University  
Ken Garland, Instructor, Bowling Green State University

### 9:00-9:50 AM Radio Theatre of the Mind

This session will begin with the fundamentals of radio script preparation and sound effects. Examples of radio plays will be featured along with "live and recorded" SFX, available sources for sound effects on the web, and audio editing software examples. The pros and cons of live versus edited productions will be discussed. Scripts will be utilized to give a "taste" of radio play production. Radio plays will develop students' writing, public speaking skills, and team participation.

#### Navarro

Frederick Mann, Lecturer/Adviser, Bronc Radio, University of Texas Pan American

### 9:00-9:50 AM Social Media as an Integral Component to Live Talk Shows

Take an interest in "Mike & Mike", add college sports enthusiasts and blend in a live studio audience/simulcasts/web blogging. "The Pack" is a new effort to bring interactivity to live television sports talk. This presentation and Q&A session will relate to all an insight as to how to replicate this formula on your campus. Student producers and talent will discuss how an analysis of metrics and analytics contribute to what their audience is into at the moment. Discussion will be the bulk of this session and allow for maximum interaction with the student producers.

#### Seguin

George Lynn Franklin, General Manager/Instructor, OUTV and The Wire, University of Oklahoma  
Ross Stracke, Student/Producer, University of Oklahoma

### 10:00-10:50 AM Student Media Advisers Roundtable - Staff and Faculty Only

Sit with your peers and share your ideas or just get a load off your shoulders with some of the best advisers from around the country. We all face similar problems, such as dealing with supervisors who don't get it, students who don't perform and more. This is your chance to share what works for you and obtain advice in dealing with situations in an unstructured format. You will leave this session with at least some answers and a chance to get to know your peers. This is roughly the live, in person version of the CBI-FS list. Come and put a face with the name and leave with new resources to help you cope with situations nobody else understands.

#### Bowie A

Greg Weston, General Manager, WPTS-FM, University of Pittsburgh

### 10:00-10:50 AM Broadcast Internships: Increase your Takeaway

Today's interns want more...and expect more. In this session, we'll offer students and advisers advice for developing relationships and meaningful content/project collaborations with local broadcast outlets. Instead of "assisting," how about producing and becoming a valuable member of a local news team? We'll show you how to maximize your internship, develop key leadership and technical skills, and increase media opportunities for your campus. In 2012, KWEX/Univision 41 San Antonio began an innovative partnership with area universities that is changing how students across the U.S. view an internship's "takeaway." Come learn about the Emmy-Award winning internship program and tips for launching an innovative broadcast partnership in your area.

#### Maverick A

Hank McDonnell, UIWTV-Adviser, University of the Incarnate Word  
Samuel Belilty, News Director, Univision 41/KWEX  
Jenny Moore, Assistant Professional Track, Texas A&M University-San Antonio  
Francisco Navarro, Student, TAMU-San Antonio

### 10:00-10:50 AM Social Media Do's and Don'ts Roundtable

This roundtable will cover everyone's questions on social media for your college radio station. Everything from what social media you should be connected with and which ones to stay away from. We will explain how to get more likes on Facebook, retweets on Twitter, and followers on Instagram.

#### Maverick B

Erin O'Grady, Station Manager, WSOU-FM, Seton Hall University  
Samantha Nakhoul, Promotion's Director, WSOU-FM, Seton Hall University

### 10:00-10:50 AM What's it take to be a Professional Radio Producer?

Your college career is coming to an end and you're ready to take your audio productions skills to the next level. Sit down and listen to Pat Evans from Clear Channel discuss the expectations of working as a radio producer in a major market with Chris Howard, station manager at The Edge Radio. Topics covered will include how to deal with clients, the timeliness and creativity needed for producing commercials daily, and where to acquire new skills in radio production. Pat brings 42 years of experience of audio production in markets as large as Los Angeles. Don't miss this opportunity to learn what it takes to be a professional radio producer.

#### Navarro

Chris Howard, Station Manager, The Edge Radio, University of Southern Indiana  
Pat Evans, Senior Creative Services Director, Clear Channel

### 10:00-10:50 AM Play Ball! Tools for Radio Sportscasting Home & Away Games

For many colleges, athletics holds substantial - and growing - political power. Providing live play-by-play coverage of the games is a great way for many stations to gain audience, earn money through underwriting, make alumni happy, and get friends in high places. We'll talk about the technology available, from high-end to budget solutions, and about the fundamental tenets of producing a successful sportscast, and integrating sportscasts into your station's format.

#### Seguin

Mike Lyons, VP Marketing and Sales, ATC Labs  
Ralph Beaver, Manager, Game Day Coordination of the NFL, CEO of MediaAlert  
George Lynn Franklin, General Manager, OUTV & The Wire, University of Oklahoma

### Friday 11:00-11:50 AM TV Sportscast Behind The Scenes

Dream about being paid to report sports for a living? Learn the inside of being a TV sportscaster from prep, selecting stories, interviewing techniques, writing for TV and social media expectations from this seasoned San Antonio market professional.

#### Bowie A

Hector Ledesma, Sports Anchor, KABB Fox 29

### 11:00-11:50 AM Sponsorship Like the Pros: How to Fund Your Radio Show Like the NFL and the Kardashians

College radio stations rely on funding sources beyond the institutional budget. However, staff and volunteers are rarely given the training to recruit organizational sponsorship. Therefore, James Barnes, BGSU Broadcast Engineer and longtime host/producer of 'Dead Air Paranormal Talk Show' WBGU 88.1 FM, shares how to identify your station's wants and needs and how much funding you need to acquire. Furthermore, Andrea Adams-Miller, CEO of TheREDCarpetConnection.com Publishing, Publicity & Talent Agency and longtime host/producer of Sex Talk LIVE Radio Show 88.1 FM WBGU, reveals the secrets to securing financial and in-kind contributions from potential sponsors. She reveals the step-by-step guide on building partnerships to fund equipment, services, software, ancillary materials, and promotional items needed to increase your radio show production and professionalism.

#### Maverick A

Andrea Adams-Miller, Radio Show Host/Producer/Sponsorship Acquisition, WBGU-FM Bowling Green State University, TheREDCarpetConnection.com Publishing, Publicity & Talent Agency

James Barnes, Broadcast Engineer/DJ Trainer/Radio Show Host/Producer, WBGU-FM, WFAL Falcon Radio, Bowling Green State University

### 11:00-11:50 AM Alternatives to Licensed Broadcasting

Can't get a license? Don't want a license? It's okay, there are lots of options to broadcast without a license. We'll explore unlicensed low power options, streaming, cable TV, and more. Want to start a station or just expand the reach of your operation? Come on down and talk to us.

#### Maverick B

John Deveck, Operations Manager, WLOY Loyola Radio, Loyola University Maryland

Robert Branch, Broadcast Strategic and Technical Consultant

### 11:00-11:50 AM Get the Administration on Your Side: The College Public Affairs Program

Having trouble getting college administration on your side? Why not make your college president a DJ? This session provides a step-by-step guide to set up a weekly public affairs program that features your college president as the featured guest. It includes a breakdown of the show format and tips for making the Public Information Office your ally and co-workers in producing weekly content.

#### Navarro

Deborah Martin, Owner, D. Martin Communications

James Velten, Program Director, KSYM-FM, San Antonio College

### 11:00-11:50 AM Remote Broadcasting: Out of the Basement and Into the Field

The rise of social media means that college radio and TV stations can't stay hidden in the basement anymore; you've got to get out and broadcast live from the field, where you can interact with people directly. The good news is that it's never been easier to do it! We'll talk about the technical solutions available for both radio and TV/video, as well as brainstorm on ideas for remote broadcasts: from livecasting commencement ceremonies and guest speakers on your campus, to weekly live broadcasts from the campus student center. Plus tips on how to maximize these events with promotions and swag, and how to interact with the public.

#### Seguin

Aaron Read, IT/Engineering Director, Rhode Island Public Radio

Maureen Carligg, Associate Professor of Electronic Media, KWSC-TV, Wayne State College

Steven Hames, Adviser, Viking Fusion, Berry College

### 11:50 AM-12:45 PM Lunch Break! We'll see you back at 12:45 PM!

### 12:45-1:50 PM Play-by-Play Basics

From roster memorization and game preparation to the actual call of the game tips and postgame, this seasoned professional will help take your broadcast to the next level. This session will also have plenty of time for Q&A.

#### Bowie A

Mike Saeger, Director of Broadcasting and Media Relations, San Antonio Missions Baseball

### 12:45-1:50 PM Does Your Radio Station Play Music? How Does the Piper Get Paid and What it Means to You

If your station plays music, you need (in almost all cases) to pay for the right to play that music and may need to report what songs are played. This session will help to demystify what you need to pay, to whom, how much, what needs to be reported, and more.

#### Maverick A

Will Robedee, CBI Executive Director, General Manager/Staff Adviser, KTRU and RTV-5, Rice University

Alex Reed, Senior Specialist, Licensee Relations, SoundExchange, Inc.

David Oxenford, Partner, Wiliknson Barker Knauer, LLP

### 12:45-1:50 PM Broadcast News: Getting the Best Stories Out of Limited Staff and Resources

The collegiate world and the professional world both feel the crunch of "Do more with less." Find out how professionals in radio and TV are handling it, and how you can make the most of your resources by identifying the best stories to chase and prioritizing time and efforts. Join David M. Davies, news director for Texas Public Radio, Jim Forsyth from WOAI Newsradio and Kristina De Leon from News 4 San Antonio to learn how to make your news department productive in tough times and beyond.

#### Maverick B

David M. Davies, News Director, Texas Public Radio

Kristina De Leon, Reporter, News 4 San Antonio-WOAI

Jim Forsyth, News Director, WOAI Newsradio

### 12:45-1:50 PM Video Basics and Beyond

Let's face it, many designers don't know video. There are editors that only have a working knowledge of graphics and type design, but it doesn't quite have the polished look. There are videographers that know their craft, but don't quite have that TV look. This is a session for the both newcomers and experienced alike. Here's what we'll cover: File formats, video basics, broadcast design and professional editing techniques.

#### Navarro

Herbert Jay Dunmore, Operations Director, GreyComm Studios, Loyola University Maryland

### 12:45-1:50 PM Supporting Local Music - WRFL-LIVE

WRFL, the University of Kentucky student radio station, supports local and regional artists on our weekly "WRFL Live!" program, a program that hosts one local or regional artist doing a live, on-air performance and interview. The two student directors who assist in making these performances possible will share their experiences and lead a discussion about how to make in-studio performances take place and be a success.

#### Seguin

Ben Southworth, WRFL Live Director, WRFL, University of Kentucky

Chris Wheeler, Production Director, WRFL, University of Kentucky

### 2:00-2:50 PM Sports Roundtable

Being a sports director in college media can be a real challenge with managing a staff, distributing games fairly and ensuring there is a full dedicated staff. Doing this and doing it well is crucial to the success of your department whether your outlet is radio or video. Something you might be doing for your staff could help another station or your problem could be similar to one already solved by someone else. So come share your ideas, thoughts and/or problems at this roundtable event where everyone gets to share, learn and ask questions.

#### Bowie A

Adam Rogers, Training Coordinator, WMUL-FM, Marshall University

### 2:00-2:50 PM How do I Cover Arts and Entertainment?

Bringing arts and entertainment to life in a magazine or newspaper is one thing, but for TV and radio, it's totally something else. For TV, how do you entice someone without showing everything? On the radio, how do you describe something without showing it? Learn from pros how they do it in this informative session.

#### Maverick A

Linda Cuellar, Producer/Writer, KLRN

Jim Forsyth, News Director/Correspondent/Stringer, WOAI Newsradio, Reuters, CBS, Fox Radio

#### Friday 2:00-2:50 PM What to Expect During an FCC Inspection

If you have a license, you have to plan for a FCC inspection. What should you expect and how should you prepare for an inspection? Stephen Lee of the FCC Enforcement Bureau will tell you. This session will help you understand what you need to have ready and what the inspector expects. From your public file to transmitter readings, what do you really need to know? Stephen wants to help you avoid the fines by letting you know what the FCC expects from you before they visit.

##### Maverick B

Stephen Lee, Resident Agent, Houston Office of the FCC Enforcement Bureau

#### 2:00-2:50 PM They Just Do Not Understand Us: College Media in a Changing Academic Environment

The administration and faculty don't understand us and don't support us, they just don't get what we do. Come learn about how you can use their terms and language to better communicate how much you really contribute to students' education, to your college and to your community. Learn about what they want to see and hear from you and how you can strengthen relationships with those who help determine your existence and growth.

##### Navarro

Gregory Adamo, Associate Professor, Morgan State University

John Deveck, Operations Manager, WLOY Loyola Radio, Loyola University Maryland

Dan Schumacher, General Manager and Faculty Adviser, KTSW-FM 89.9, Texas State University

#### 2:00-2:50 PM Content, Commitment & Caffeine: The Secret to Making Morning News a Success at Your Campus TV Station

Launching a morning newscast at a college television station takes more than caffeine; it takes a commitment to early wake-up calls and fresh, quality content. We'll share what we learned from the launch of our morning newscast – the pitfalls and the successes! After one year, we're airing live three mornings a week, breaking stories and quickly becoming the envy of our evening news team. You'll learn how to work smarter, not harder, to produce a fresh newscast with content that matters to your viewers and walk away with a proven strategy that will help you craft a top-notch morning show that gets attention.

##### Seguin

Jaclyn Hart, News Director, WTOP-TV, SUNY Oswego

Maeghan Roberts, Assignment Manager, WTOP-TV, SUNY Oswego

Christy Somers, Vice President of Production, WTOP-TV, SUNY Oswego

#### 3:00-3:50 PM Station Manager Roundtable

Station managers come together for an informal discussion on issues they face. The discussion will start with questions concerning the use of social media by students, such as unofficial pages, that tie directly back to the station. The discussion will then move on to other topics as dictated by the participants.

##### Bowie A

Chris Howard, Station Manager, The Edge Radio, University of Southern Indiana

#### 3:00-3:50 PM Learn How to Work with Boomers in Your First Job and Beyond

In the coming year(s), you'll be likely be working with and/or managed by "boomers," those born between the years of 1940 and 1964. These folks have been in the workforce more years than you've been alive and they have certain expectations of what an employee 'should' be. Don't go in blind! In this session, a group of boomers will talk about their expectations and give you a chance to ask questions you may have about how to take advantage of the expertise of your work environment.

##### Maverick A

June Fox, Vice President Station and Business Relations, DEI

Jim Forsyth, News Director/Correspondent/Stringer, WOAI Newsradio, Reuters, CBS, Fox Radio

#### 3:00-3:50 PM Staying On-Air When No-One's There: Radio Automation

The FCC, and your listeners, expect and demand your radio station to be broadcasting 24/7/365. Failure to do so can mean lost revenue, lost audience, and - in some cases - a lost FCC license from a "Share-Time" Challenge (47 CFR 73.561(b)). Fortunately, it's never been easier to do so, but there's more to it than just an iTunes playlist. We'll discuss the technical solutions for making automation sound good, and how to stay in compliance with FCC rules.

##### Maverick B

Michael Taylor, Adviser, V-State Radio BlazeFM 90.9, Valdosta State University

John Deveck, Operations Manager, WLOY Loyola Radio, Loyola University Maryland

Brian Lucas, Director of Radio, WSUW-FM, University of Wisconsin-Whitewater

#### 3:00-3:50 PM Only in Adobe Premiere CC

Voted as one of the best sessions last year, Jay and Steve are back with another fun and info-filled session with Adobe Creative Suite. This is the session to attend to get the quick start for diving into Adobe Premiere and tips and tricks to use these tools to create visual masterpieces. Topics covered: Working with Adobe Photoshop, Final Cut Pro, After Effects and harnessing the use of Creative Suite to build visual masterpieces. Bring your laptop, good questions and notepad.

##### Navarro

Herbert Jay Dunmore, Operations Director, GreyComm Studios, Loyola University Maryland

Steve Celano, General Manager, GreyComm Studios, Loyola University Maryland

#### 3:00-3:50 PM iPhoneography: Covering News With Smartphones

Covering News With Smartphones is a cost-effective way to cover news on your campus while providing quality content. Video examples and hardware shared during session.

##### Seguin

Richard Gainey, Director of Broadcasting, WONB Radio, Ohio Northern University

#### 4:00-4:50 PM College Radio Programming Roundtable

Current, past or future college radio programmers are invited to share information with each other. Each group will contain 8-10 students to allow enough 'air time' for each participant. If your station sends multiple people to this roundtable, please spread yourselves out across the groups in order to get the most out of it. The session has three general questions to address: What format and rules do you have for programming, what do you do best, and what is your biggest challenge?

##### Bowie A

Dave Black, General Manager, WSUM, University of Wisconsin-Madison

#### 4:00-4:50 PM On-Air Fundraising for College Radio 101

Learn what you need to know before deciding to do an on-air fundraiser, get a how to on planning and training and figure out how to successfully execute your event.

##### Maverick A

Sandra Wasson, General Manager, KALX FM, University of California Berkeley

Lydia Ammosow, Radio Station Director, KXLU FM, Loyola Marymount University

#### 4:00-4:50 PM Learning Outcomes: What They Are, Why We Need Them, and How to Formulate Them

Assessment, evaluation, goals, and outcomes – these have become the buzzwords of higher education. Leaning outcomes can help us focus on the important role we play in a student's education. If college media wants to continue to receive support from our institutions it is essential that we not only understand these terms, but that we help formulate learning outcomes for what we do rather than have them come from those above us. This session will help lay out some of the whys and hows so that you can go back to your college and create your own learning goals, objectives and outcomes.

##### Maverick B

Gregory Adamo, Associate Professor, Morgan State University

#### 4:00-4:50 PM Baby You Can Drive My Car

Learn how promotions fuel the sports and music programming departments of a college radio station. In this session we will discuss how to brand your station by creating logos, merchandise and a website.

##### Navarro

Vincent Coughlin, Sports Director, WSOU-FM, Seton Hall University

Cara Scalcione-Hahn, Program Director, WSOU-FM, Seton Hall University

Samantha Nakhoul, Promotions Director, WSOU-FM, Seton Hall University

#### 4:00-4:50 PM I Started at the Bottom and Now I am Here — Convergent Media and Activism

Is convergent media just a buzzword or is it something you can use to change the world? Stop thinking about your "station" and start thinking about how to achieve your goals and transform student media into something more. By using projection mapping and social media campaigns to throwing 200+ person raves, the Convergent Media Collective will be sharing their experiences with community activism through media campaigns and events. Join in on the conversation and let's turn academia upside down!

##### Seguin

Joey Lopez, Professor, University of the Incarnate Word

Jonathan Guajardo, Graduate Student, University of the Incarnate Word

Ariel Monte, Graduate Student, University of the Incarnate Word

Sara Ghannam, Undergraduate Student, University of the Incarnate Word

#### 9:00-11:00 PM Advisers Reception

Join the CBI Board of Directors and fellow advisers for an informal gathering to network, socialize and share ideas. Snacks and beverages provided. Faculty and Staff only please.

Hyatt Regency Room 1125

# Thank you #CBITexas Sponsors!



RCS has been inventing solutions for the broadcasting industry for over 30 years. Their products and services are used at more than 9,000 radio stations, TV music channels, cable companies, satellite radio networks and Internet stations worldwide. When it comes to new ideas, inventing solutions, and reliable products, RCS – Sound Software is your answer. Contact Jim Colley at (877) 774-1008.

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Spintron is an online playlist management solution for non-commercial radio stations. It handles playlist data capture and dynamic online publishing, archiving and reporting among many other features. Spintron benefits listeners, stations, artists and DJs. [www.spintron.com](http://www.spintron.com) Contact: Eva Papp at (617) 233-3115.

Development company Technica Del Arte is the creator of the LUCI series of broadcast software applications. This innovative technology enables journalists to go live, record, edit and deliver studio-quality audio to radio and TV stations all over the world, from anywhere in the world, using a mobile phone or laptop.

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WSOU 89.5 FM is the student-run radio station of Seton Hall University. In addition to its award-winning heavy metal and loud rock programming, WSOU also broadcasts Seton Hall athletics and religious, public affairs and ethnic programming. Broadcasting since 1948, WSOU reaches all five boroughs of New York City and much of northern and central of New Jersey. WSOU streams its audio via [wsou.net](http://wsou.net) and iHeartRadio.

Zipwhip enables existing landline phone numbers to send and receive text messages from any connected desktop or smartphone. The service is easy to use and doesn't require users to make any changes to their existing phone numbers or IT systems. [www.zipwhip.com](http://www.zipwhip.com)

# Saturday Sessions Quick View

9:30 AM 10:30 AM 11:30 AM 12:30 PM Special Events

Swag Swap 9:30 AM - 12:00 PM: Bowie B&C

|   |   |   |  |   |
|---|---|---|--|---|
| It's Not SELLING OUT, IT'S BUYING IN: Unconventional Ideas for Selling Underwriting<br><i>Bowie A</i> | Interviews: Talking to the People Beyond Your Station Doors<br><i>Bowie A</i>       | Staying In Control and Not for Sale at Your College Radio Station<br><i>Bowie A</i>                                 | 2014 Convention Planning Committee — Call for Participants<br><i>Bowie A</i>                                       | 1:45 PM KEYNOTE: Secrets to Career Success<br><i>Regency East</i>                     |
| Into the Niches — Make Your Station a Must-Listen<br><i>Maverick A</i>                                | Get Noticed! Effective Station PR and Publicity with No Budget<br><i>Maverick A</i> | 50 Promotions in 50 Minutes for Campus Radio, TV and Cable<br><i>Maverick A</i>                                     | We will see you back at 1:45 PM for the Keynote Speaker!<br><i>@deanmcflicker</i>                                  | 3:00 PM NATIONAL STUDENT PRODUCTION AWARDS<br><i>Regency East</i>                     |
| Station Adviser CYA<br><i>Maverick B</i>  | The Future of Work: Career Pathways<br><i>Maverick B</i>                            | Getting Your First Job in Broadcasting<br><i>Maverick B</i>   | Please complete Session Evaluation Forms! Submission Boxes are in all Session Rooms.                               | 4:00 PM CBI MEMBERSHIP MEETING<br><i>Regency East</i>                                 |
| TV Programming You Want! (With Small Amounts of Swindling)<br><i>Seguin</i>                           | Weather or Not: Finding Your News Niche<br><i>Seguin</i>                            | Show-Stopping Concert Execution<br><i>Seguin</i>  | Join Dean McFlicker at 1:45 PM for the #CBITexas Keynote! @deanmcflicker   |   |
| Building Your Personal Brand<br><i>Navarro</i>  | Leadership Survival Guide<br><i>Navarro</i>   | On the Verge of Convergence: The un-DOOMSDAY Scenario. Converging with Other Campus Media Outlets<br><i>Navarro</i> | Share your feedback! Take the #CBITexas Convention Survey: <a href="http://goo.gl/Pauw15">http://goo.gl/Pauw15</a> |  |

Tonight we observe Daylight Savings Time. Set your clocks *back* one hour before heading to bed!

# Saturday Sessions

Keynote Speaker 1:45 PM  
National Student Production Awards 3:00 PM  
Both events are in Hyatt Regency - Regency East.

9:30-10:20 AM It's Not SELLING OUT, IT'S BUYING IN: Unconventional Ideas for Selling Underwriting on YOUR RADIO STATION

One way to make your administration happy to support your station is if you can bring in revenue to support your own budget. A good way that any station can do that is selling commercial sponsorships, known as "underwriting." Don't have natural salespeople? That's OK! We'll look at some unconventional ways of selling that don't require you to re-invent the wheel every 4 years, but still keep you safe with the FCC.

**Bowie A**

Aaron Read, IT/Engineering Director, Rhode Island Public Radio  
Mark Maben, General Manger, WSOU-FM, Seton Hall University

9:30 AM-12:00 PM Swag Swap

Bigger and better than ever! Not only do you get to meet and talk about if you know what a "bro" shirt is, you will be able to share your swag and view/take swag from other stations all morning long, but you need to arrive at 10:00 AM if you want to share and learn the secrets. Bring your coolest promotional items - T-shirts, magnets, pens, koozies, key chains, bottle openers, etc. - and swap swag and ideas with other radio and television stations. Learn what items are hot commodities, how to get them in the hands of your audience and how to pay for them.

**Bowie B&C**

Jamie Lynn Gilbert, Adviser, WKNC-FM, North Carolina State University  
Lydia Ammosow, Radio Station Director, KXLU FM, Loyola Marymount University

9:30-10:20 AM Into the Niches — Make Your Station a Must-Listen

Finding listeners can be tough. The world is full of fans who want to hear what you're playing, you just have to know where to find them. Learn how to build an audience through online music communities, social media and more and brand your show and your DJ personality to listeners anywhere.

**Maverick A**

Jessica Clary, Adviser, SCAD Radio, Savannah College of Art and Design Atlanta

9:30-10:20 AM Station Adviser CYA

Only some of the horror stories are real, but you still need to know how to protect your position as an adviser to student media. You'll get a Reader's Digest version of things to look out for and what to do in your role as an adviser during this session, which is sure to spark questions for the listserv for the other 11 months of the year.

**Maverick B**

Warren Kozireski, General Manager, WBSU, College at Brockport  
Gladys Cleland, Adjunct Professor, Onondaga Community College

9:30-10:20 AM Building Your Personal Brand

Imagine you want to hire a new videographer or editor. You have two candidates. One has completed course X and Y, therefore you should trust they have the knowledge you need to fill the position. On the other hand, the second candidate presents a website, beautifully designed, filled with work he or she has made. Perhaps he or she is still a year or two away from graduating, but you can easily see the skill set this person already has; you can see their potential. They have developed their personal brand. In this session you'll learn how to build a personal brand and utilize inexpensive technology that will make your skills more valuable.

**Navarro**

Steve Celano, General Manager, GreyComm Studios, Loyola University Maryland

9:30-10:20 AM TV Programming You Want! (With Small Amounts of Swindling)

What your station needs and what your producers want are two different things. You need a 30-minute game show, but they want a "Game of Thrones" knock off. Learn how to collaborate with producers to make the show you need and how to gently steer your producers to condense, combine, and create the show that needs made while convincing them that it was all their idea. Learn how to have a symbiotic relationship with producers during that tricky, vital, development time so everyone wins.

**Seguin**

Justine Stokes, Director of Television Services, Titan TV, University of Wisconsin-Oshkosh

David Seering, Promotions Director, Titan TV, University of Wisconsin-Oshkosh  
Justine Braun, Operations Manager, Titan TV, University of Wisconsin-Oshkosh

10:30-11:20 AM Interviews: Talking to the People Beyond Your Station Doors

Interviewing Johnny Rotten doesn't have to be as terrifying as it sounds- even with his reputation. No one expects you to be a well-seasoned pro, but we've got some tips to help you become one! The interview process includes everything from learning how to coax your favorite bands or community members into your station to live performances to mixing, editing, and podcasting. We'll show you how to avoid sounding generic and how to add some spice to your question format by integrating acoustic sessions, all the while promoting the artist or event by conducting yourself and the interview in a fun, expressive, and professional way.

**Bowie A**

Bri Aab, General Manager, WKNC-FM, North Carolina State University  
John Kovalchik, Operations Manager, WKNC-FM, North Carolina State University

10:30-11:20 AM Get Noticed! Effective Station PR and Publicity with No Budget

Of course you have no money for PR! You're a student station! But there are no-cost ways to get you and your station noticed locally, regionally and nationally. Come learn how with nothing more than motivation, a basic mastery of English, and your phone's camera you can create some buzz for your station. You'll also discover the more you shine a spotlight on your station, the more your campus and community will value your organization as a media outlet.

**Maverick A**

Mark Maben, General Manager, WSOU-FM, Seton Hall University  
Glenn Schuck, News Director, 24/7 News Source

10:30-11:20 AM The Future of Work: Career Pathways

So, who is hiring? As more established media shrink or are criticized for lacking substance, there are places that are looking for their next generation of thinkers and doers. Most will be journalists. But, some will be data visualization experts, programmers, web writers, editors and producers. How do you get inside? Come hear a few next generation media professionals talk about their career paths so far, how they got there, where they see themselves and most importantly, why their work matters.

**Maverick B**

Doug Mitchell, Consultant/Project Manager, NPR  
Iris Kuo, Reporter, Argus Media  
Crystal Chavez, Host/Reporter, Texas Public Media

10:30-11:20 AM Leadership Survival Guide

Becoming a manager of your station is the goal of many media students. While managing your staff has its perks, it can be an eye opening experience — and not always in a positive way. Balancing your own commitments to the job along with trying to manage your peers (both younger and older than yourself) can be a challenge that takes many students by surprise. Learn how these experienced student managers have survived and excelled in sometimes thankless student manager positions.

**Navarro**

John Morris, General Manager/Faculty Adviser, The Edge Radio, University of Southern Indiana  
Kayla McCarty, Program Director, The Edge Radio, University of Southern Indiana  
Jason Geu, Operations Manager, KWSC-FM, Wayne State College

10:30-11:20 AM Weather or Not: Finding Your News Niche

Breaking into the broadcast news business is challenging if you don't know how to set yourself apart from the rest of the crowd. If you're an aspiring reporter or anchor, you might want to consider whether meteorology could help you get your foot in the door. And once you do, you might love it so much you never look back. Attend this session to get strategies for job hunting, climbing the TV market ladder, networking, using social media and getting your broadcast meteorology certification.

**Seguin**

Chikage Windler, Chief Meteorologist, KEYE-TV Austin

**Saturday 11:30-12:20 PM Staying In Control and Not for Sale at Your College Radio Station**

In recent years, over 15 colleges' FCC licenses were either sold off entirely or leased to non-student entities. "Flying under the radar" is no longer an option. Your license is too valuable not to be noticed. And you aren't going to find out a sale is in the works until it's too late. What can be done? We'll talk about four concrete concepts to reinvent your station to be more "sale-proof": be relevant, be visible, be integrated, and be fiscally self-sufficient. Specific examples will be given and we'll brainstorm on how to implement them at your individual stations. Uncomfortable truths shall be confronted! Sacred cows shall be slaughtered! No stone shall be left unturned helping you keep your station on the air...and under your control!

**Bowie A**

Aaron Read, IT/Engineering Director, Rhode Island Public Radio  
Derrick Ginter, General Manager, KTXT, Texas Tech University

**11:30-12:20 PM 50 Promotions in 50 Minutes for Campus Radio, TV and Cable**

A regularly scheduled CBI session on promotions for campus radio, TV and cable outlets. The program includes the sharing of ideas, handouts, and downloads of promotional ideas for your campus.

**Maverick A**

Richard Gainey, General Manager, WONB Radio, Ohio Northern University

**11:30-12:20 PM Getting Your First Job in Broadcasting**

Finding a job is tough anytime, but especially right now. Setting yourself apart from the other new college graduates is important, and there are great technological, social media and other options out there for you to take advantage of. Learn from former students on how to get the job done.

**Maverick B**

Erin Nichols, Reporter, Fox 29 KABB

Marithza Calderon, Meteorologist, Univision Communications, Inc., Channel 41 KWEX

David M. Davies, News Director, Texas Public Radio

**11:30-12:20 PM On the Verge of Convergence: The un-DOOMSDAY Scenario. Understanding the Whys and Hows of Converging with Other Campus Media Outlets**

All traditional media formats (radio, TV, and print) are either in the mature or declining stage of their lifecycle – so you and your station are DOOMED! Unless, of course, you embrace convergence and develop a successful plan for integrating other student media organizations on your campus! Whether you're an adviser or a student leader, convergence can be tricky. Where do you start? How do you get your staff to embrace the concept of convergence? What's the role of station management and the media adviser in a convergence-bound enterprise? This session will present the successes and failures of a "still-in-progress" successful convergence plan, and will discuss the different approaches to unifying the often competitive and polarizing college media environment.

**Navarro**

Jonathan Pluskota, Ph.D., Assistant Professor and adviser, 106.7, KZLX, LP-FM, Maryville, Northwest Missouri State University

**11:30-12:20 PM Show-Stopping Concert Execution**

Putting on concerts can be an incredible on or off-campus promotional event for your radio station if it is greatly centered around music. You can help promote your favorite local bands while at the same time getting your name out in the community. But while putting on a concert can be fun and rewarding, it can also be challenging. This session is here to set the record straight on what is appropriate or expected when dealing with live performances: tech riders, sound equipment, sponsorships, guarantees, contracts, catering, permits, promotion and partnerships.

**Seguin**

Samantha Nakhoul, Promotions Director, WSOU-FM, Seton Hall University

Aly "AlyCat" Mulligan, Music Director, WSOU-FM, Seton Hall University

Bri Aab, General Manager, WKNC-FM, North Carolina State University

David Smith, Music Director, WKNC-FM, North Carolina State University

Lauren Johnson, Intern, C3 Presents and KTSW-FM 89.9, Texas State University

**SESSIONS CONCLUDE AT 12:20 PM!  
See next column for important  
events wrapping up #CBITexas 2013!**

**12:30-1:00 PM 2014 CONVENTION PLANNING COMMITTEE —  
CALL FOR PARTICIPANTS**

Join the convention planning committee! This committee will help CBI grow the annual convention session offerings to be more reflective of the needs of the members. Even though our approval rating for sessions is roughly 90%, we can't rest on our laurels. We must continue to bring new and innovative sessions to the conventions. At the same time, we must recruit new people to add new ideas to sessions we plan to do again so there are fresh voices, thoughts and ideas. We also need to continue to bring in local media professionals to help and members in and around the Seattle market are needed to participate in this committee to tap the great resources available. If you are interested in helping to curate sessions at any level for the CBI NSEMC 2014, you should join this session!

**Bowie A**

Will Robedee, CBI Executive Director, General Manager/Staff Adviser, KTRU and RTV-5, Rice University  
CBI Board of Directors

**1:45 PM KEYNOTE ADDRESS: SECRETS TO CAREER SUCCESS**

A top Hollywood executive breaks down personal branding, gives you the inside scoop on broadcasting and teaches real world tools and techniques for quick advancement in any field. Dean McFlicker oversees radio, television and digital marketing for NBC Primetime, developing and managing promotion from concept to completion across all media platforms including on-air, radio, digital and print for network show launches, brand campaigns, Upfront events and special projects. For a more complete description, see page 4. For more information on Dean McFlicker, go to deanmcflicker.com or @deanmcflicker on Twitter and Instagram.

**Hyatt Regency - Regency East**

Dean McFlicker, Vice President and Creative Director, NBC Entertainment Marketing

**3:00 PM CBI 2013 NATIONAL STUDENT PRODUCTION AWARDS PRESENTATIONS**

CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. David Davies of Texas Public Radio will emcee the awards ceremony. The best in student media is being recognized across 24 categories. Thank you to participating CBI member stations and those who helped judge the 2013 awards this summer.

**Hyatt Regency - Regency East**

CBI Board of Directors

**4:00 PM CBI MEMBERSHIP MEETING**

CBI is an association of member stations and everything we do is driven by the membership. This is your opportunity to hear about the status of CBI, interact with the CBI Board and Executive Director and make suggestions concerning the future of CBI and its conventions. You can even get involved and improve the way CBI serves its members! Please join us for a fairly informal but informative session, so you can learn more about CBI and provide your input concerning how CBI can better serve its members.

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CBI Board of Directors



**Connect to CBI Online:**

Bookmark AskCBI.org

Tweet during CBI Texas using the hashtag #CBITexas

CBI Twitter Feed - Twitter.com/AskCBI

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**Join the Conversation on our CBI Listservs!**

Visit AskCBI.org and click "About CBI" - Select from All Members, Faculty/Staff, Television, High School Stations, & Jobs.

**Thank you for attending #CBITexas 2013!  
See you at the NSEMC 2014 in Seattle!**





OCTOBER 2014

**Ready for NSEMC 2014? Post this at your station  
upon your return!**

**Call for National Student Production Awards Entries  
arrives Spring 2014!**

**Join CBI at the Renaissance Seattle Hotel  
October 23 - 25, 2014!**

**More information is available at  
[AskCBI.org/Seattle](http://AskCBI.org/Seattle) and [VisitSeattle.org](http://VisitSeattle.org)**